

A Semi-Monthly  
SUMMARY  
of World-Wide  
Motion Picture  
NEWS

# THE EXHIBITOR

CANADIAN MOTION PICTURE

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Regularly

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## Soldiers Kick At Poor Prints

The boys in khaki who see their films within camp boundaries have been complaining of late about the age and condition of the product. Since most army auditoriums un-reel 16 mm. stuff, this can be understood. The smaller-sized reelage comes along behind the standard measure matter. There are three 35 mm. screens and projection units in Canada's military camps. Camp Borden has two and the RCAF training centre at Trenton has the third.

Colonel J. A. Cooper, as secretary of the Films Committee, which services the camps, lays part of the blame to poor selection on the part of men doing the choosing for the uniformed sections. He has interested himself in having poor prints  
(Continued on Page 2)

## Goldhamer C. O.

Flying Officer Saul Goldhamer, who will be remembered by many in the film trade by his connection with Dominion Sound for years, has been made Commanding Officer of an RAF station in the British Isles.

## M. L. Axler Quits Post At 20th Cent'y Theatres

Shortly after the recent death of Mr. Isidore Axler, well-known veteran Toronto showman, his son, M. L. Axler, tendered his resignation to 20th Century Theatres in his capacity of supervisor of maintenance and operation. He is taking up where the elder Axler left off in his management of the Victory Theatre in Toronto, and accepting charge of other business and family interests with which he and his father were connected.

M. L. Axler had been with 20th Century Theatres since its inception in 1936. At that time the chain, which now controls 40 theatres, consisted of the Main, Hamilton, now the Community; the College, Kitchener, now the Century; and the Strand, Toronto, recently altered and renamed the Victory.

For five years during the huge expansion program of 20th the

## Masters Leaves UA To Join Odeon

Haskell Masters, for years Canadian sales manager of United Artists and recently its Western sales manager, has resigned and returned to Canada to join the N. L. Nathanson interests. He will become vice-president and general manager of the 85-theatre Odeon chain and general manager of Empire-Universal Films of Canada.

Masters' resignation from United Artists after 22 years with that company was announced by Arthur W. Kelly, UA vice-president.

## Frederick Guest Passes On

Frederick Guest, a pioneer of motion pictures in Canada, died in Hamilton, Ontario, on Sunday, November 23rd at the age of 77. He had been ill for four weeks. Six months ago he had retired.

The late Mr. Guest built the Queens, Strand, Empire and Delta theatres in Hamilton; the Majestic, Dundas, Ontario; and the Stanley, Vancouver. The Hamilton houses are controlled by Maurice Milligan and the Stanley by Famous Players.

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Empire-Universal, owned and controlled by N. L. and Paul Nathanson, distributes Universal and Republic pictures as well as most of the English product that reaches the Dominion's screens.

No announcement of Masters' successor with United Artists has been made. It's up to Gradwell L. Sears, UA's new distribution chief.

On Thursday, November 28th, the staff and executives of Odeon and people from the industry gathered at a party given to honor Masters on his return to the Canadian field.

## Grierson Tips USA on NFB

John Grierson's address to the National Board of Review of Motion Pictures at New York's Pennsylvania Hotel set the delegates to thinking. The United States is just beginning to ponder governmental tieups with films. Army officers have already criticized films issued by Hollywood in behalf of Washington as being too romantic. Comedy and human interest intrude too strongly on the message.

Grierson, the Dominion's Film Commissioner, who came here  
(Continued on Page 2)

## Lester Joins Ray Allen

Lionel Lester, chief booker at 20th Century-Fox, has left that exchange to join Raymond Allen, who entered the theatre operation game recently.

Jimmy Powis, away for over three years, returns to his old desk at Fox.

## Studios-Allied To Weigh Plan

Plans for an all-industry organization for solution of future film trade problems are making progress. A conference has been called in December of all interested parties. Chicago will be the scene.

The idea was first put forward by the Allied States Association, an American exhibitor body. After overcoming opposition from within it was put before all branches of the business and met with favorable reception.

Though no major studios have committed themselves to the plan,  
(Continued on Page 2)

## USA Exhibs Boost Prices

The raising of admission prices to movie houses is becoming general in the United States. Exhibitors have kept the tariff at the old level as long as they could in the face of increased charges for everything but seem to think it is now or never.

The only previous raises were made to facilitate box-office work—the upping of the price a cent or two to bring it to convenient silver denominations after the government tax came into effect. In Canada the 20 per cent federal  
(Continued on Page 2)

## Montreal Exhibs Fined

Police are pressing the drive on violators of the juvenile admissions law in Quebec. Five theatre operators were fined \$10 and costs recently for admitting children under 16 years of age to their houses. Others have received summons. Also being investigated are Sunday flesh shows.

## Poppa Dotsch

Nick Dotsch, popular exhibitor who operates the Hillcrest in Toronto, just acquired lifelong-run sound feature named Rosemary Elaine. Nick and the missus are especially proud of their seven-and-a-half pound baby, it being their first.

Congrats to Nick and Mrs. Dotsch.



# THE CANADIAN MOTION PICTURE EXHIBITOR

**HYE BOSSIN**  
Managing Editor

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## Soldiers Kick At Poor Prints

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eliminated and newer subjects made available.

Colonel Cooper's report on the matter reveals that Sovereign Films leads the importers with 174 prints. Figures in order of amount after Sovereign are General Films Ltd., 100 prints; Fox, 54 prints; and Warners, 26 prints—a total of 354 prints. The total number of playing days for all the military camps in Canada and Newfoundland is 580 per week or 30,160 per year. The number of prints can provide, if necessary, 55,224 playing days.

It is estimated that 67,000 sailors, soldiers and airmen attend the films shown in YMCA auditoriums each week. The Y sends out 140 programs each week to various points. There is no admission charge to the men in training. The YMCA paid out \$79,000 in rental charges for one year.

## "Movie Quiz" Grows In Popularity

Produced and directed by Grant Withers and Jack Harvey, a short subject already favorably previewed provides the background for quiz in which the patrons participate. In Canada this is particularly interesting news since the law squelches come-ons common to the USA, such as Screeno, Bank Nite, etc. Exhibitors requiring an extra attraction and those affected by the dish shortage may find the answer here.

Right now the Quiz craze is going strong in New Jersey theatres. Six houses of the Skouras chain have a questions-&-answers melee thrice weekly, the competing teams being supplied from schools, offices, shops and organizations.

## Read This

Beginning with the first issue in 1942, this magazine will spruce up and call around twice as often as now.

The name will be changed to the Canadian Film Weekly. Instead of being a paper devoted to exhibitors or the voice of a particular branch of the film trade, it will cover the entire industry.

The Canadian Film Weekly will be issued each week, thus providing a more complete coverage of the Canadian and American film scene.

It is our intention to be completely impartial, reporting events as they occur, providing varied services for all sections of the industry and advocating that which is just and helpful.

Canada has a right to have its own trade press recognized by all as an entity of its film industry. This is not a second-run country, from a film standpoint or journalistically.

Now in its eighth year, this paper is stepping out.

## Good Luck

Myer Axler's decision to resign from 20th Century Theatres and leave the supervision field for the operation of the Victory Theatre, Toronto, managed previously by his late father, will be met with genuine regret wherever the news is heard. However, it is easy to understand the factors which prompted him to make the change.

The Victory Theatre, at Spadina and Dundas, was the pride of the senior Axler and the family. It stands in the centre of a closely-knit community which holds a sentimental affection for the theatre and held the late Isidore Axler in the highest regard. The people in the neighborhood remember well his struggles to keep the theatre open during the depression.

The theatre was to those people more than just that. It was a kind of community centre in which they held meetings for popular causes—of which Isidore Axler was often a leader. He was more than a manager to them. He was a good friend and an exemplary neighbor. The offices of the theatre often held committees sharing their troubles with Isidore Axler, just as many brought him their personal problems.

The Victory without an Axler present is almost unthinkable to the people of the district and to the family.

Myer Axler shared many of his father's communal activities, as well as the admiration in which he was held. The younger Axler is quiet, efficient, and popular in the film world and out. For years he administered a position of great responsibility for one so young.

He deserves and will receive the best wishes of all whose path he had crossed in the daily course of things.

## Studios-Allied to Weigh Plan

(Continued from Page 1)

most have shown interest and pledged co-operation. Allied has offered this seven-points program which is being studied:

1. Co-ordination of policy and action in reference to taxation.
2. Co-ordination of policy and action in protecting the good name and integrity of the industry as a whole.
3. Formulation of plans for meeting the increasing competition of rival forms of entertainment.
4. Formulation of plans for in-

stitutional advertising and other goodwill activities.

5. Protecting the necessary priorities ratings.

6. Formulation of an acceptable distribution system to be adopted when the consent decree lapses.

7. Discussion, and if possible, adjustment or modification of the policies or practice of one branch or member thereof which are opposed by any other branch or a substantial portion thereof.

There is no doubt that some clauses will affect the Canadian industry indirectly.

## USA Exhibs Boost Prices

(Continued from Page 1)

al tax pushed the price out of many family budgets and the exhibitor was generally afraid to add anything for himself.

The American trade is now heading slowly toward pre-depression prices, there no longer being much choice.

The first moves toward higher prices have been somewhat spotty. Some theatres have taken advantage of their run of an outstanding hit to sneak the prices up. Others have asked for larger fees during week-end and holiday showings. Now the move for a uniform level is growing.

Downtown houses in American cities now ask 65 cents instead of 55 and neighborhood houses want another nickel. Toronto's first-run A houses now charge 60 cents, the government getting the dime difference between the former price of 50 cents.

It is not unlikely that Canadian theatres, feeling war costs more than neutral USA, will be forced to take some such action shortly.

## Grierson Tips USA on NFB

(Continued from Page 1)

from England some years ago, pointed out flaws in the British method. "The Ministry of Information," he said, "has not the central authority of our National Film Board and there is not the common policy one would wish to see."

Grierson told the meeting that his body will issue enough propaganda films to occupy seven hours on Dominion screens.

"We may issue in this way as many as 100 items of essential interest to the Government," stated Grierson. "The average audience will be somewhere in the region of 2,000,000."

Grierson pointed out that one Dominion Government series, "Canada Carries On," is being sold commercially to about 90 per cent of Canada's theatres.

"If you haven't seen it in the States, it is only because we have been a bit diffident about operating down here," he explained.

He revealed that instead of trailers, clips were being inserted into newsreels. Grierson wants 12 trailers to be used in 1942 but the Canadian industry is opposed to more than six.

Canada's film board, besides Grierson, includes two Ministers, three high civil servants, three members of the public and one dollar-a-year man. The last represents the industry.



## Projectionists Bounce Browne

The Canadian section of the International Alliance of Theatrical Stage Employees had its say at the meeting of the General Executive Board of the IATSE which forced the resignation of President George E. Browne from office and replaced him with Richard F. Walsh.

Browne, convicted in California for extortion from studio heads by the threat of strike, got 8 years and was fined \$20,000. The ill-famed Willie Bioff, partner of Browne, and West Coast organizer of the ITASE, was given 10 years and fined \$20,000.

Present at the Atlantic City meeting was W. P. Covert of the Motion Picture Projectionists, Local 173, with headquarters in Toronto. He is International vice-president for Canada. Covert was one of those who drafted the following telegram, which was sent to all locals in the United States and Canada:

"At a meeting of the general executive board of the International Alliance of Theatrical Stage Employees and Moving Picture Operators of the United States and Canada, held in Atlantic City, and pursuant to the constitution and by-laws and upon the acceptance of the resignation of George E. Browne, the general executive board unanimously elected Richard F. Walsh as International president, Louis Krouse, general secretary-treasurer."

Mr. Covert explained that Browne had been elected International President for seven years in succession by 850 delegates. Bioff was one of his appointees and thus the ex-gangster's conduct was a matter over which only Browne had authority.

Walsh, the new president, is 41. He will rule over 700 locals in the United States and Canada.

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## On the Square

By HYE BOSSIN

Some of the lads were yarning during the Saturday afternoon siesta On The Square. That opening period of the week-end is usually devoted to casual chatter or gin rummy. One told how a sharp film salesman cracked the toughest account in town.

The hawker of printed celluloid had been trying for several seasons to sell the town's only exhibitor some of his company's product. Let's call the exchange Superficial Films, Inc. But the exhib thumbed him down, no matter what angle he tried.

One day the salesman checked into town but avoided the exhib. Instead he looked up a cousin of the exhib.

"Mr. McQuonk," he said. "What I am about to tell you must be in strict confidence. My company is interested in building another theatre in this town. I hereby empower you, in its behalf, to find us a site near the present movie house."

Family loyalties are hard and fast in small towns. The cousin felt that his first duty was to the exhib. So he told him.

The same day the exhib hailed the salesman, who still hadn't called on him. "What's this talk," he asked, "about Superficial Films putting up a house in this town?"

"Don't know anything about it," said the film salesman. "However, you've got to admit that we need an outlet for our product here."

"No use in being hasty," growled the exhib. "C'mon to my office and let's talk it over."

You guessed it. He got a contract.

\* \* \* \* \*

Associated Screen News boys and girls are doing a nice thing for Christmas. Former fellow-employees in the armed services will get hampers and smokes from the gang at home. Irene Duncan and Daisy Johnston of the head office laboratory staff are gathering in the dough and passing out the presents . . . Your old pal Maurice Weldon, who managed the Revue in Toronto for years, is a signaller in the navy. We hear he's so hungry for film news that he loots all the incoming magazines in search of trade stuff. If your old and current copies of film trade periodicals are missing, search Syd Roth. He's been filching them and sending them on to Maurice . . . Jack Melzer, who was rejected twice from the Militia, finally outsmarted 'em. It seems that Jack took a course in brass-pounding—telegraphy to you—some years ago. Now he's in, taking a refresher course and wearing the uniform twice a week.

\* \* \* \* \*

Over at the Casino theatre a professional screening is held after the last show on Fridays. It's attended by chorines and other members of the house whose duties keep them from seeing the new pictures in other theatres. Manager Lou Appelby makes the arrangements.

The other night they screened "One Foot in Heaven," the Warners grosser which has some Canadian background. Frederic March, playing a minister, is waiting to begin christening ceremonies. A mother hands him her baby.

"I," he says, "christen thee Appleby."

The roar of laughter that went up shook the City Hall tower. Lou Appleby's cheeks blushed up enough pinky brightness to spoil a blackout.

\* \* \* \* \*

Those exhibs who look for startling catch-lines with implications to pep up advertising will get a laugh out of this recent double bill at the Revue: So Ends Our Night. Another Thin Man . . . Tallest office boy in the area is Premier's Marvin Miller, whom Louis Rosenfeld nicknamed "Li'l Abner." Looks it too . . . In town for a couple of days and looking good was Shael Levy, formerly of Columbia here and now in New York with Warners publicity department . . . Newest appendix victim is Murray Little . . . If you want to have yourself a time get a gander of the theatrical bowling league in action every Wednesday after-midnight at the Athenaeum alleys.

\* \* \* \* \*

The irrepressible Harland Rankin has installed a fish pond in the Centre Theatre, Chatham. If the customers don't like the picture they can enjoy themselves at the finny diversion, since Harland has miniature poles and invitations to go with the setup. He challenges Lloyd Mills to come out for "a fish to the finish." The boys have been tiffing about their respective talents. . . . Herb Allen's 17-year-old daughter, Marian, who recently made her stage debut, was badly injured in an auto accident the other day, you'll be sorry to hear.

## Rafferty Is UA Prexy

The long-awaited realignment of executives at United Artists began lately with the naming of Edward C. Rafferty as president and Gradwell L. Sears as vice-president in charge of sales. David O. Selznick announced that the appointments were confirmed by UA stockholders, who are Charles Chaplin, Mary Pickford, Alexander Korda and Selznick.

Rafferty, a lawyer, was elected for one year. Sears, who was president of Vitagraph for several years until his recent resignation, has a five-year deal calling for salary and percentage.

Arthur W. Kelly continues as vice-president and has been appointed chairman of the finance committee. Laudy Lawrence is also a vice-president and executive co-ordinator. George L. Bagnall heads the production committee and Walter Gould handles the foreign department. Other changes are expected to follow.

United Artists plan on the production of eight to 10 films next year. One of these will be Jack Benny-Carole Lombard film, "To Be or Not to Be." This will be made by the UA subsidiary, Romaine Productions.

UA's recently-announced plan to enter the chain theatre field has been suspended for the present. One house, in San Francisco, was acquired by the company in September.

## Remember Her?

Carmel Meyers, old-time glamor girl, who was a star of D. W. Griffith, has been signed to show in Republic's "Lady for a Night." She last appeared in pictures eight years ago.

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# DIGEST of REVIEWS



## FOX

### I WAKE UP SCREAMING

This is a **first-class big-time whodunit** with appealing names. Best of all, it is an **intriguing mystery story** which defies guess-work. It should find a ready field, coming as it does right behind "The Maltese Falcon." It is **tingling and enjoyable entertainment**.

Victor Mature, who is growing in box-office power, is the young sports promoter hounded for the killing of Carole Landis, a girl he snatched from her job as a waitress to make her a star. The whole cast has the finger of suspicion pointed at it convincingly.

There are several ace jobs of acting, notably one by Laird Cregar as a psychopathic detective. Betty Grable is great in the romantic role and William Gargan, Allan Mowbray, Morris Ankrum, and Elisha Cook, Jr. serve expertly.

The picture has been announced as "Hot Spot" but Fox reverted to the juicier original title. It comes from the book that yielded the story.

## WARNERS

### THE BODY DISAPPEARS

A minor spectre-cal about mortals changed to transparency by injection. **Good comedy on a small scale.**

Jeffrey Lynn is a young millionaire kidnapped by his compatriots when he passes out alcoholically at his farewell bachelor dinner. They stick him on a slab in the dissecting room of the college. Edward Everett Horton, an eccentric prof trying to bring back the dead, thinks he's done it when Lynn wakes up. Horton has accomplished invisibility instead.

It breaks up Lynn's wedding but gets him a new girl, Jane Wyatt, Horton's daughter. The colored Willie Best provides the needed amount of raised hair. Though the public's scalp will remain untwitchy throughout, **it's ridiculous but amusing.**

## PARAMOUNT

### GLAMOUR BOY

This is a **swell picture**. It starts out to be a kibitz on a whiz of a quiz kid but turns into a back-screen drama with fine sentiment. Towards the end it goes a little haywire but there's excitement so it won't matter. Some of the footage is given over to a projection room showing of "Skippy" and the audience will like that part very much.

Jackie Cooper, the original Skippy, plays a kid star grown up, to hard times and no film breaks. He sells the studio on the idea of remaking "Skippy" with its current child star, who needs a good picture after a bad one. Darryl Hickman turns in a great job as a know-it-all quiz kid who keeps being a nice little fellow. Cooper is hired as his adviser. He falls in love, has his ups and downs but wins out.

Fine performances are turned in by Ann Gillis, Susanna Foster, Walter Abel and Katherine Booth. Jackie Searle is his usual insufferable film self and William Demarest, as the boy's low-life father, is funny.

**A darned good job is "Glamour Boy." It has comedy, music, sentiment and inside peeps at a studio.**

## COLUMBIA

### THE STORK PAYS OFF

An unbelievable but **pleasantly lively film** about a kindly gangster who takes over a nursery when he thinks his mob has muscled into a night club. Victor Jory, the gangster, who never killed anybody, goes soft on the kids' custodian, Rochelle Hudson, and runs for office while in jail.

Maxie Rosenbloom's dumb-wise guy comedy gives it a boost. A youngster, Danny Mummert, playing Maxie's East Side protege, is also amusing.

### SECRETS OF THE LONE WOLF

Warren Williams gets back the Napoleon jewels after Victor Jory and his crew have bagged them. **It's interesting and entertaining.** Eric Blore, Ruth Ford and Roger Clark are in support.

### GO WEST, YOUNG LADY

An **enjoyable western musical** with Penny Singleton, Ann Miller, Allan Jenkins and Glenn Ford. The plot is the old hoke about a town leader being chief of the outlaws. It won't puzzle anybody but it **will certainly please more than the cowpuncher following.** Singleton, Miller and Jenkins sing and dance. Jenkins carries the laughs.

## New Film Board Release

The story of those strategic moves in the Pacific area which have included, among other defence preparations, the sending of Canadian troops to Hong-Kong, are fully described in the film "War Clouds in the Pacific." This is an issue of the series "Canada Carries On" produced by the National Film Board in co-operation with the Office of Public Information. Its initial showing was on November 26th.

Material has been obtained from motion picture sources the world over. The panorama moves from Washington to Tokyo, Berlin to London and Ottawa. There is much also about defence preparations along the coast of British Columbia.

Clips from newsreels of former years are used to give the historical background of Japan's adherence to the Axis. The new Japan-

ese army and navy are shown in manoeuvres, with items in addition about Chinese and Russian military forces in the Far East.

Great importance is given to naval strategy. American warships are seen riding at anchor in the naval base at Pearl Harbour. British cruisers are depicted on patrol duty.

Finally the scene shifts closer to home. The Alaskan defences are described. There are pictures of those air bases in Washington and Oregon, in British Columbia and Alberta, which have been erected to make communications with Alaska both speedy and efficient. There is a practice blackout in Vancouver.

The film aims to give a critical analysis of the situation in the Pacific, with ample stress on the part Canadian defences play.

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## Ark Royal In Film

Britain's most famed aircraft carrier, H.M.S. Ark Royal, which was sunk recently after an heroic career in this war, will be featured in a forthcoming English film, "Ships With Wings."

It gets official billing as a featured player in the credit titles of "Ships With Wings," Michael Balcon's new Fleet Air Arm film, starring John Clements, Jane Baxter, Leslie Banks, Ann Todd, Michael Wilding and cast of hundreds, just completed at Ealing Studios and due for early showing.

The credit titles give the Carrier a "card" all to itself, and the film is dedicated to the ship and to the officers and men of the Fleet Air Arm, whose co-operation made the production possible.

Strangely enough, the Ark Royal does not technically appear as itself, but it plays a character part. It portrays an aircraft carrier called "H.M.S. Invincible." But the formal statement on the screen denying that there is any reference to real persons in the story has no foundation in fact in this particular case.

Although the story and characters are entirely fictional, the aircraft carrier is undoubtedly the Ark Royal itself. The "Invincible" in the film, is the first specially designed Aircraft Carrier; and that is just what the Ark Royal was. And it is the Ark Royal "in person" that is seen on the screen.

The Admiralty co-operated with Ealing Studios in the production of "Ships With Wings." Director Sergei Nolbandov was given every opportunity to make his scenes authentic. Large-scale reproductions of the Ark Royal were built in the studio—the flight deck alone took up most of the largest sound stage. Technical experts were always present to guarantee authenticity.

## Picture Pickups

By TAP KEYES

This is a yarn about yarn.

Even if you're a mere male and not overly-bright, it isn't hard to see that the cross-stab and stitch kids have the floor. The call to duty has set the girls to weaving artistic and useful articles of wool in their off-hours. More than that. The wool has confounded wooers, what with most femmes being fenced in by yarn in a state of transformation.

The girls in the head office of Empire-Universal have been giving their spare noon time to "Sittin' and Knittin' for Britain." They buy the wool themselves. They've had letters of thanks from the Lord Mayor of Manchester and others.

But one letter they got nourished their souls and intensified their patriotism. Mrs. Janet H. Allen of Dennistown, Glasgow, sent it. To the girls at Empire-Universal it's a passport to pride, a visa to victory. You'll understand why when you read this deeply human document.

"My dear girls," writes Mrs. Allen. "I, as a very humble member of our Women's Voluntary Services for Civil Defence (WVS), wish to thank you for a box of the most beautiful woollies etc., which I had the very great privilege of opening at one of our rest centres. They were received by our Lord Provost and distributed to a district which well knows the horrors of this war. I can assure you that some mother will think of you most gratefully, and, could you have seen the joy of my fellow-workers and heard their comments and praises of your beautiful work, I believe you would have thought it all worth while. We are indeed grateful to you for enabling us to give to some sorely distressed mother the joy of receiving such lovely baby things.

"Even now, though, as winter draws on, and we well know what to expect from our enemies, and the need we shall have of such good friends as yourselves, we are not downhearted and we can look forward and beyond the winter to the time when all this will be a memory. You would see, could you visit us, no sign of despair. We are one great family on our little isle, working together cheerfully and without tiring, so as to be able to join all the sooner in the 'Victory Brawl'.

"In our Service we have an information staff of which I am a member who give what time they can to meeting the trains and supplying the necessary information and help to the boys in the Forces. We get so many of your boys and we are proud and happy to do all we can to make them feel at home in our midst. They are grand fellows and we find it easy to be kind to them. Those of you who have husbands, brothers, sons or sweethearts in the mother country, be assured that they are happy. We have clubs where they are well cared for, and where they have their own papers, meet their friends and are entertained, I think to most of them it is a great adventure they would not have missed, and I wish you could sometimes hear the echo of their songs. By the volume of these songs sometimes, I am sure you almost could.

"They tell us they like it here, and I am sure, when we so gratefully send them back to you, with the freedom they have fought for so well and truly won, they will tell you the same. Their frequent expression is 'this is a swell country.' And again I would say, those of you who have loved ones over here and are worrying over them, DON'T.

"I am enclosing a sprig of heather, which I hope will bring you all the good luck we all wish ourselves. Continue your splendid work, girls. You could give no more valuable aid if you were here among us. We all send the thanks which there are no words to express. Such gifts make us feel that we are surely not forgotten, and help us through the blackest times.

"Perhaps I should say that the box I had the pleasure of opening contained, among all the other beautiful things, a little pink bonnet. To the maker of this, especial thanks.

"May God, whose help shall come, not too soon, and not too late, but just when it is most needed, bless you, and keep you from all the horrors of war until this cause prevails, and the nations are again free.

"Again—'thank you.'"

## Maybe the Picture Deserved It?

Al Liscombe, now a projectionist, was an exhibitor in the strong, silent days—when \$7.00 per ton of coal made dad mad at the high cost of living caused by the war. The last one. Al owned the Greenwood, now the Guild, in Toronto.

In the pre-giveaway days the exhibitor was often the projectionist. He was of a hardy breed. None of your cushy booths of these push-button days. Liscombe recalls that most rooms had an opening in the roof to let the smoke out. At the end of the winter playing day the snow had to be shovelled out of the booth.

Liscombe's greatest thrill in the business came the night a bolt of lightning shot through the opening at the Orpheum. Just made a melted mess of metal out of the projection machine. But spared him. Heavenly film criticism?

"Them wuz the days," says Al. "And you can have 'em."

## Show TB Trailer

This year again Canadian theatres are donating screening time in aid of the Christmas Seal campaign of the Canadian Tuberculosis Association. This year's special trailer features the four links in the chain of victory: men, money, munitions, and morale. The importance of morale is stressed, and the fact that health of the nation has a large bearing on that link in the chain.

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# Going After Them!

By Lloyd M. Mills

WELCOME, Jack Reith of the Midtown, Toronto's super-deluxer of the Bloor-Bathurst district. Here are some of Jack's stunts on Columbia's extraordinary picture, "Here Comes Mr. Jordan."

For a week in advance of the playdate he had a line at the bottom of a slide asking if anyone had seen Mr. Jordan. Every hour a ghost walked across the stage and popped up in different parts of the theatre. The effect was terrific.

He had a large top-hat walking the street, with the rim about four inches off the ground. The hat bore plenty of good copy. The effect was achieved by having a small boy inside. Whenever the boy sat down a crowd gathered.

During the playdate Jack had a headless skeleton walking around with its head under its arm. The copy read: "I laughed my head off watching 'Mr. Jordan.' So will you."

Jack, I often pass the Midtown and I must say that I have heard some fine comments on the swell fronts you use. I'd like to congratulate you on the different ideas you use to pull in and attract the passersby.

WILLIE PAYNE, of the Granada, St. Thomas, sends along some ideas he pulled on "Penny Serenade" which skyrocketed that pic into a full week in a twice-a-week house. For weeks in advance his stage featured cutouts which looked like neons—we explained how it's done in a previous issue—and his lobby showed cutouts.

He tied up with the "Citizens' War Auxiliary Committee" to distribute 3,000 coin envelopes door to door. Each envelope carried copy plugging the picture on one side and the cause on the other. The results were good and the interest and goodwill immeasurable.

A local music store plugged songs from the picture before and during the run. The store also made up free records of the tunes and commercials for the film. These were played over the P.A. into the street and over the theatre non-sync.

A boy toured the town with a portable phonograph, stopping at corners and playing tunes from the picture.

And that isn't all. He had a crackerjack theatre front and a "Strange Things Revealed" column in the paper. Good work, Bill, and let's hear from you again right soon.

GOOD old Harland Rankin returns once more to haunt this column with a clever little gag on "Shining Victory." It seems that every doctor and nurse in Chatham got a letter suggesting that they see the picture because it deals with medical research.

He followed up by sending the doctors cards which they could hang on their doors or place in their windows, explaining that the doctor was out seeing the picture. Harland says the results were very good and even on the main street he noticed that several medics had made use of the cards.

Good work, Harland. Its a good thing you're good at something. You certainly are a bum fisherman.

WE hear from Patrick Dunne, the Flying Irishman of the Frozen North, that everything is royal with him. Pat's at the Royal, North Bay. "Let's Make Music" was booked for Pat but delayed because Barney Fox eats so much chocolate in his office and smudged the chart. It looked as though Pat's part had been filled.

I mislaid most of Pat's stunts for the picture but here's a good one that he pulled. He had a lady playing a base horn around the town. With copy, of course. Got plenty of attention, too.

Dunne played a horror show and got up a ten-foot copy of Karloff. Had a lad lug it around the town, stand it up against buildings and make the eyes roll. Anyway, his stunts were good because he did turnaway business for three days on it.

Next time you send in your stunts, Patrick me bho, how about a duck, a bear steak or a piece of venison?

I HAVE just received word from Charlie Stephenson of the Century, Kitchener, that he is up again after a short illness and roaring to get back to work. We hope to hear from Charlie again soon and wish him every success for the future.

According to a letter last week, Charlie says he cooked up enough stunts while in the hospital to keep him going for months.

WE are glad to hear again from Garnet Heatherly, who we now find in the Centre, London. He writes about his campaign on

the Double Horror Show, "Ghost Breakers" and "Hong Kong."

Garnet rushed out 3,000 circus heralds and over 100 sensational horror window cards. He had a King Kong gorilla street bally and dressed up his marquee with suitable copy. But, best of all, he had a standee top for his marquee fitted with lights to give it a scarey effect. Results, according to Garnet, were pleasing.

In this column lately we have told about many horror program campaigns and, brother, they are clicking. Why not boost your box-office and scare the red ink out into the street by playing such a show?

On "Mr. Celebrity" he carried out a "T" campaign with teaser heralds reading "Mr. Celebrity Is Coming!" These were put well in advances in newspapers, magazines and store windows and on fences, boards, etc. The week before he had teasers reading, "I'll Be in London Next Week—Mr. Celebrity. See You Then."

Also the cashier called hundreds of people on the telephone telling them that "Mr. Celebrity" was coming to town at the Centre. The title of the film was carried around the town by eleven boys, each bearing a separate letter on a card.

From "The Bride Came C.O.D." he used a gag borrowed from Sam Freedman of the Centre, St. Catharines—that of a man walking around the town carrying a dummy, like the one shown in the pressbook. With copy attached—catchy copy.

Credit the stunt to Sam and Garnet with the initiative to recognize the value of it—and borrow and use it. What's good in St. Kitts is certainly good in London.

VERNON BURNS, in the Regent, Sudbury, besides a bang-up campaign on the Columbia hit, "You'll Never Get Rich," handed out 3,000 cheques printed in herald form and tagged the front page of every copy of Time magazine in Sudbury with copy. The magazine featured a picture of Rita Hayworth that week. Nice going, Vernon.

## Remember This!

### YOUR BUSINESS IS LIGHT

Quality of projection light determines the quality of the picture on the screen that patrons pay to see.

The High Intensity Carbon Arc gives a brilliant, snow white light—the best light for projection.

"One Kilowatt" high intensity arcs give 50 to 80 per cent more screen light than low intensity lamps at no increase in operating cost.

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## Theatre Men in Quebec Drive

Success of the war savings drive in the province of Quebec is due in no small part to the co-operation of theatre managers of the province. An active committee from the theatrical industry organized a comprehensive campaign to enlist the support of the theatres. E. Beaulac of Quebec Allied Theatrical Industries, H. Taylor, chairman of Montreal Film Board of Trade, K. Hatton of United Amusements, T. Cleary of Consolidated Amusements, and W. J. Singleton of Associated Screen News Limited are members of the local War Savings sub-committee who have been enlisting the co-operation of theatres in the Quebec area.

They have undertaken the task of securing widespread use of "Buy War Savings" trailers, special news story clips, and the playing of a two-reel picture "On To Victory" which illustrates the manner in which war savings are put to work in the manufacture of tools of war.

In addition, they have placed special displays in theatre lobbies, and have enlisted the co-operation of theatres in placing "Buy War Savings" slogans in their own advertising.

## CINEMA BUNS

By  
FRANK FILMAN

OFTEN the introduction to motion picture biographies and histories explain that the films are shy of historic accuracy. That gives film-makers plenty of leeway, making room for new and different ideas. How about Napoleon crossing the Delaware and maybe, via celluloid, we could grant Wolfe his wish and let him write "Elegy Written in a Country Churchyard" instead of Thomas Gray. He said, as he lay dying, that he would have preferred that.

Suposing we let the Indians win the North American wars. In that way we could heed the oft-quoted saying about giving the country back to the Indians. Imagine all those Indians in Congress or Parliament, with a delegation of whites presenting petitions to the Great Red Father. And some big Indian politician bragging about his strain of white man's blood.

It's got all kinds of possibilities. Good old Hollywood.

**ROSES** of Yesterday: Rubber honk-honk-honk horns . . . Silk front shirts . . . Technocracy . . . Brass chains in bathrooms . . . Fanny Ward . . . Miniature golf courses . . . Button shoes . . . Jigsaw puzzles . . . The one-step . . . General Cohen Moishe . . . Old gas water boilers, cut down the centre the long way and used as flower boxes.

GHOSTS of fraudulent joint-stock banks,  
Ghosts of "copy, declined with thanks,"  
Of novels returned in endless ranks,

And thousands more I suffer.  
The only lines that fitly grace  
My humble tomb, when I've run  
my race,  
Is, "Reader, this is the resting-place

—"The Bab Ballads"  
W. S. Gilbert.

\* \* \*

THAT'S life, etc;  
January thaws,  
February frosts,  
March winds,  
April showers,  
May flowers,  
Rare June nights,  
Hot July days,  
Cool August evenings,  
Chilly September morns,  
Bright October afternoons,  
November Indian summer,  
December snows  
And start all over again.

\* \* \*

FIRST thing in the morning means:  
Milkman—3 a.m.  
Worker—8 a.m.  
Office man—9 a.m.  
Lawyer—10 a.m.  
Night waiter—11 a.m.  
Actor—noon.  
Gambler—2 p.m.  
Morning paper scribe—5 p.m.  
Charwoman—6 p.m.  
Theatre manager—7 p.m.  
And write your own.

## Pioneers in Annual Confab

Canadian Picture Pioneers held its second annual meeting at the King Edward Hotel, Toronto, on November 18th and elected officers. Those elected to the Board of Directors were Clair Hague, who led the nominees; Syd Taube, Archie Laurie, Oscar Hanson, Ray Lewis, Harry Alexander, Leo Devaney, Jack Arthur, Eddie Wells, Ben Cronk and Charles Mavity. The Hon. Earl Lawson and Mavity tied for a place on the Board but Lawson retired in favor of Mavity.

Mr. John J. Fitzgibbons, president of Famous Players Canadian Corporation, spoke to the session on the new regulations affecting the industry and suggested that the government discuss future changes with the Canadian industry before taking action.

Clair Hague, making his yearly report, read the names of new members. Among them are Jules Levey, Universal City, California; Louis B. Mayer, of MGM, and Edward Auger of RCA. Added to the Toronto group are Harold Babcock, Timmins; Delbert Goodman, Toronto; and Sam Marks, Toronto, as an honorary member.

The Montreal branch has one addition: Albert Bey, Thetford Mines, Quebec. The St. John branch has two: John W. Farr of North Sydney, N.S. and John S. Liscombe, Dominion, N.S. Winnipeg added Izzy Allen and Vancouver received F. H. Boothe and John F. Foster into the ranks.

Four Pioneers passed on in the last year and the meeting honored them. They were Sam Brint and Ben Whitham, both of Toronto; and Edward Teel and Bill Hansher of Vancouver.

Present at the annual get-together from Toronto were:

Win Brown, Earl Armstrong, William Reeves, Harry Alexander, A. W. Perry, H. Ginsler, Sam Lester, William Reid, Harry Allen, Sam Fine, W. J. Brady, Jake Smith, Jack Arthur, Adam Baillie, George Beeston, Jules Bernstein, Sam Bloom, James Boyd, Chas. Dentebeck, Leo Devaney, J. J. Fitzgibbons, Maurice Mentel, D. Ongley, H. Pfaff, Harry Price, William Redpath, Sam Sternberg, Syd Taube, Eddie Wells, Abe Wilkes, Chas. Mavity, Jack Burns, Delbert Goodman, Clair Hague, Oscar Hanson, Walter Kennedy, Archie Laurie, Earl Lawson and Ray Lewis.

Out-of-towners were: J. Allaster, London; Floyd Rumford, Forest; Eddie Warren, Aurora; Ernie Moule, Brantford; Albert Bey, Thetford Mines, and Fred Purcel of Simcoe.

## Frederick Guest Passes On

(Continued from Page 1)

Mr. Guest was born in England and came to Canada at an early age. For some years he operated a blacksmith shop but left that craft to enter the exhibitor field.

The news of his death brought many praises of his life from people in the industry. "Fred Guest was one of the finest of men," said Frank Meyers. "He was a man above reproach in all things."

"He always expressed himself quietly but vigorously on all matters which affected the Independent Exhibitor," said Col. Cooper. "He was always ready to do a good turn to the industry. Only recently he was one of those who represented the Independents on the film delegation which placed the industry's case before Mr. Hsley. We will miss him."

Surviving are a son and daughter; two brothers and four sisters. He was laid to rest in Woodland cemetery on November 26th.

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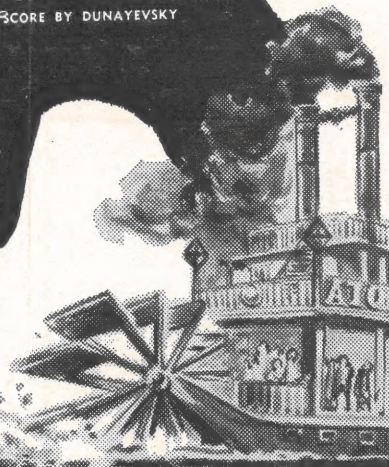
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